MILBON

News Release

January 29, 2015

For women seeking a greater shine for the future, unbound by age,
both for their hair and in their lives.
New items now added to the aging care range *Plarmia*.

Plarmia Refining Series On Sale January 29

Development Background

Mature women are becoming aware that the changes to their hair as they grow older are related to the scalp, but little progress has been made in their actual care routine. In hair salons, too, as hair care and scalp care are often separate items on the service menu, there is a tendency to only care for one or the other.
What is essential for creating attractive hair design, however, is hair refinement through care for both the scalp and hair: the scalp that has changed with age, and the aging hair growing from there. As a new menu for simultaneously caring for both, Plarmia is launching the Refining series.

~ Product Overview ~

Product Concept

***Refining care* starting from the scalp and leading to attractive hair**

(**Refining** is the effect of improving conditions to their true form.)

Product Features

1. Simultaneous care of the scalp and hair... nourishing both the scalp and hair
2. A simple 3-step salon care menu
3. Home care to maintain the soft scalp achieved at the salon

(1) Refining Micro Mousse: For use in care at home as well in order to maintain the scalp softened at the salon

- ✓ Scalp protection and moisturizing ingredient resveratrol protects the scalp from foreign elements such as reactive oxygen.

(2) Refining H1

- ✓ Ingredients Vitamin B6 and lysine penetrate to increase moisture in the hair.

(3) Refining H2F (for unmanageable fluffy, frayed ends)

(4) Refining H2M (for unmanageable rough ends)

- ✓ Amino oil emulsion creates a uniform veil of oil on the hair surface, locking in moisture and improving the surface.
- ✓ CMADK[1] repairs damage and makes hair stronger.

[1]Carboxymethylalanyl disulfide keratin (wool) / hair repair ingredient

Product Name	Size	Price (excl. tax)
Plarmia Refining Micro Mousse	170g	2,800 yen
	320g	4,000 yen
Plarmia Refiningt H1	600g pack	Salon exclusive
Plarmia Refining H2F/H2M	600g pack	Salon exclusive



Projected total sales for current fiscal year: 500 million yen

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